OPENTEXT™

Move from Rear-View to Future Analytics

A high-performing big data and predictive solution for business analysts

Predictive capacity leads to better financial results. But companies often get stuck at descriptive analytics since most predictive solutions are expensive and require months of training and a team of experts to squeeze value out of data.

OpenText™ Big Data Analytics is different

OpenText Big Data Analytics is the only solution that turns business users into predictive analytic talent, using a self-service model that integrates all your data and makes it immediately available for analysis by non-data scientists.

Advanced predictive techniques – like regression, classification, decision trees, time series models and association rules – are performed effortlessly with drag-and-drop tools that turn seemingly unrelated data into clear predictive insight that drives smart business decisions.

With OpenText Big Data Analytics you can:

- Gain competitive advantage with a true predictive analytics solution
- Cut costs by using a self-service model that's built for non-data scientists
- Make decisions faster with high-performance analysis on billions of records
- Forecast better, gain causal understanding, identify patterns and automate processes

The Challenge: Gain Fast Predictive Insight

- The sheer volume, speed and heterogeneity of big data make it difficult for companies to get the most value out of customer information.
- Companies get stuck at descriptive analytics since predictive analytics solutions are expensive, non-scalable and require technical expertise.
- Business users need tools that allow them to go beyond historical data to see into the future and know who's going to buy, who's not, and why.

BENEFITS

- **Gain competitive advantage:** *Diagnostic, predictive and prescriptive analytics in one easy-to-use self-service solution, designed for business users.*
- **Boost sales:** *Automate triggers that send customers next-best offers and recommendations, set optimal pricing and detect churn probability.*
- **Make better decisions, faster:** *Turn business problems into solutions in minutes.*
- **Increase speed & efficiency:** *High performance analysis of billions of records over extremely light hardware.*
- **Reduce costs:** *Dramatically decrease BI spend, free up IT resources and lower renewal, pre-processing and OLAP maintenance costs. No high-salaried data scientists required.*

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## The Solution: OpenText Big Data Analytics

- **Precise sales forecasting:** Use time series analysis to predict overall sales or drill down into individual product lines, regions or channels to identify future revenue sources.

- **Sophisticated offers:** Perform market basket analyses with association rules to sell, cross-sell or upsell the right product to the right customer at the right time.

- **Automated recommendations:** Set up transaction-triggered offers that automatically push out appropriate offers or recommendations based on customer behavior.

- **Behavior grouping:** Use k-means clustering to identify behavior-based groups, and then apply predictive techniques to segment more precisely.

- **Fraud, attrition and churn detection:** The C4.5 algorithm-based decision tree builds knowledge from previous classifications tested with linear correlations and profiles so prediction and segmentation improve over time.

- **Accurate segmentation:** Use profiling and binomial logistic regression to locate high-value leads, know what channels they prefer and what products they will buy.

Find out more about OpenText Big Data Analytics and how we can help your company stay in front of the market.
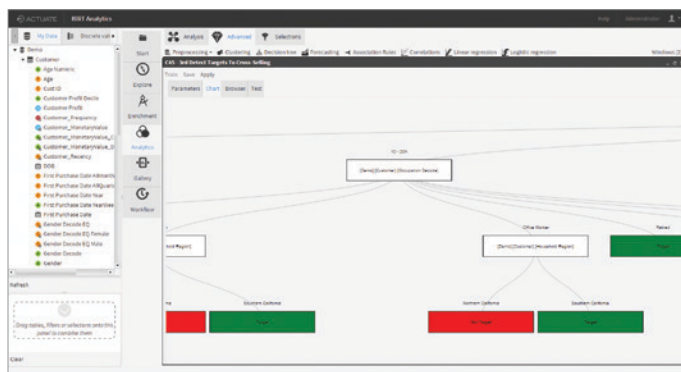
Send an email BigDataAnalytics@opentext.com
or visit: www.opentext.com/bigdataanalytics
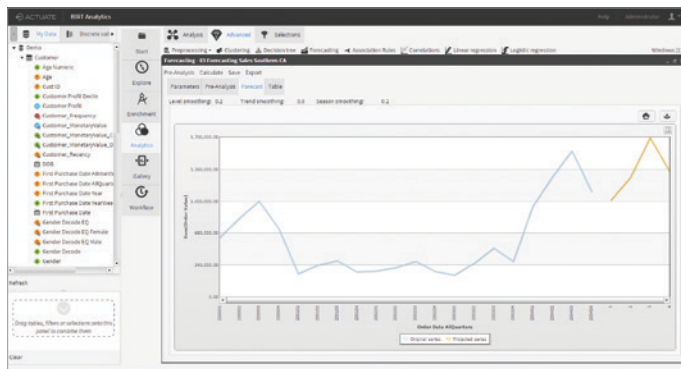
Forecasting: Predict sales, anticipate the product life cycle decline stage, estimate lead generation volume.
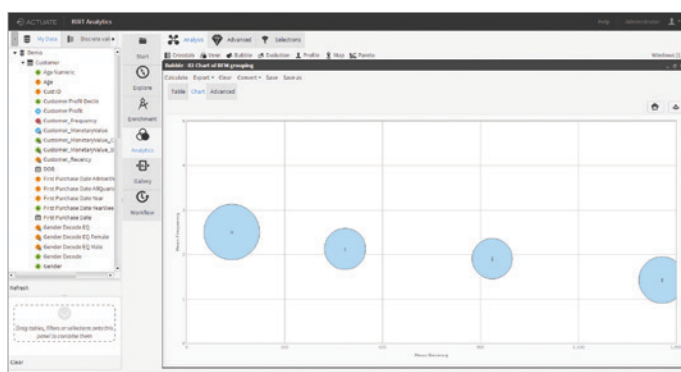
Clustering: Build sophisticated segmentations based on demographics and customer behavior.

Decision Tree: Identify patterns to predict fraud, increase attrition or prevent churn.

www.opentext.com/bigdatanalytics

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